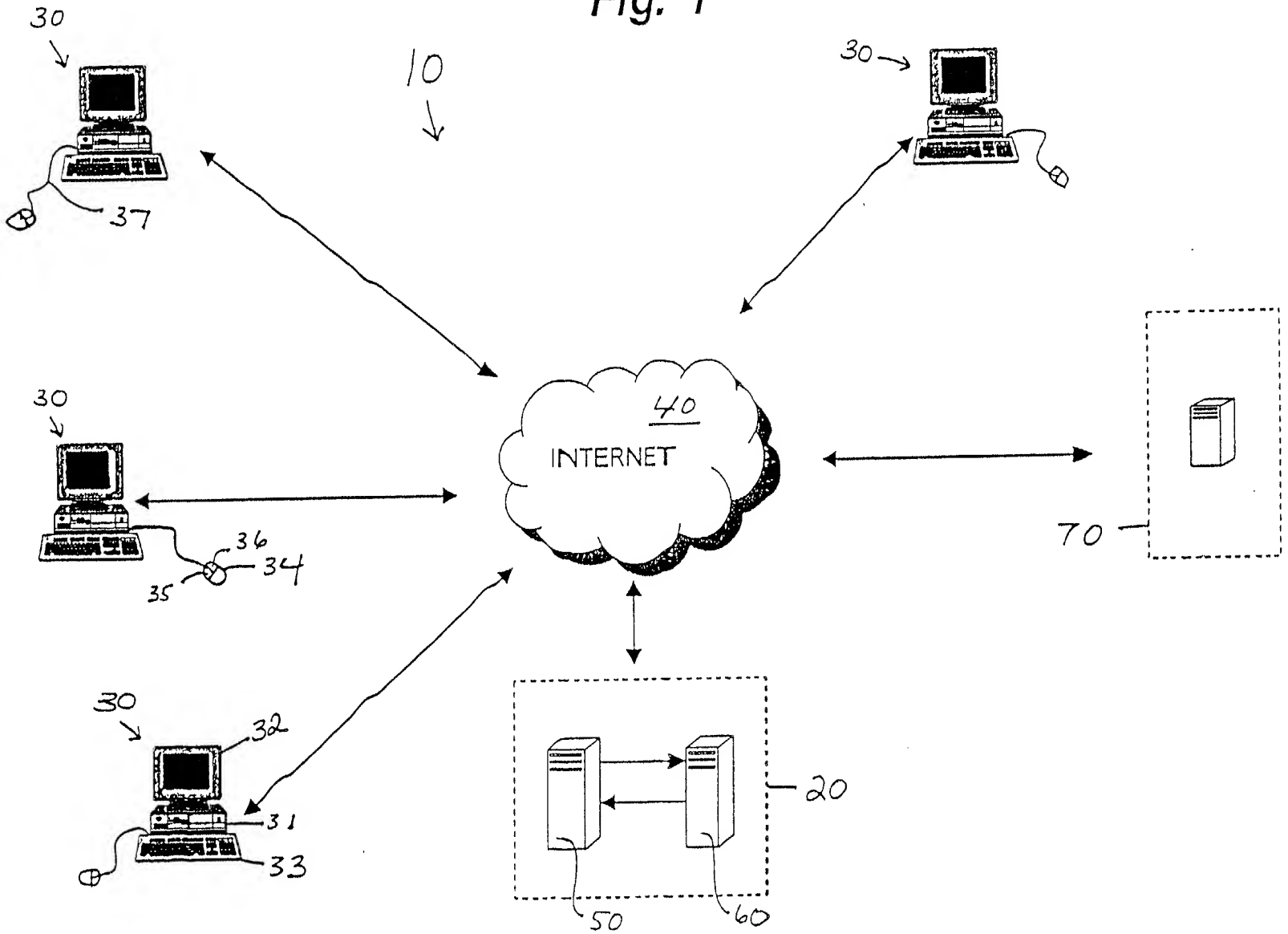
FOREIGN EXCHANGE

Fig. 1



FOR OSS 2002/0860

Fig. 2

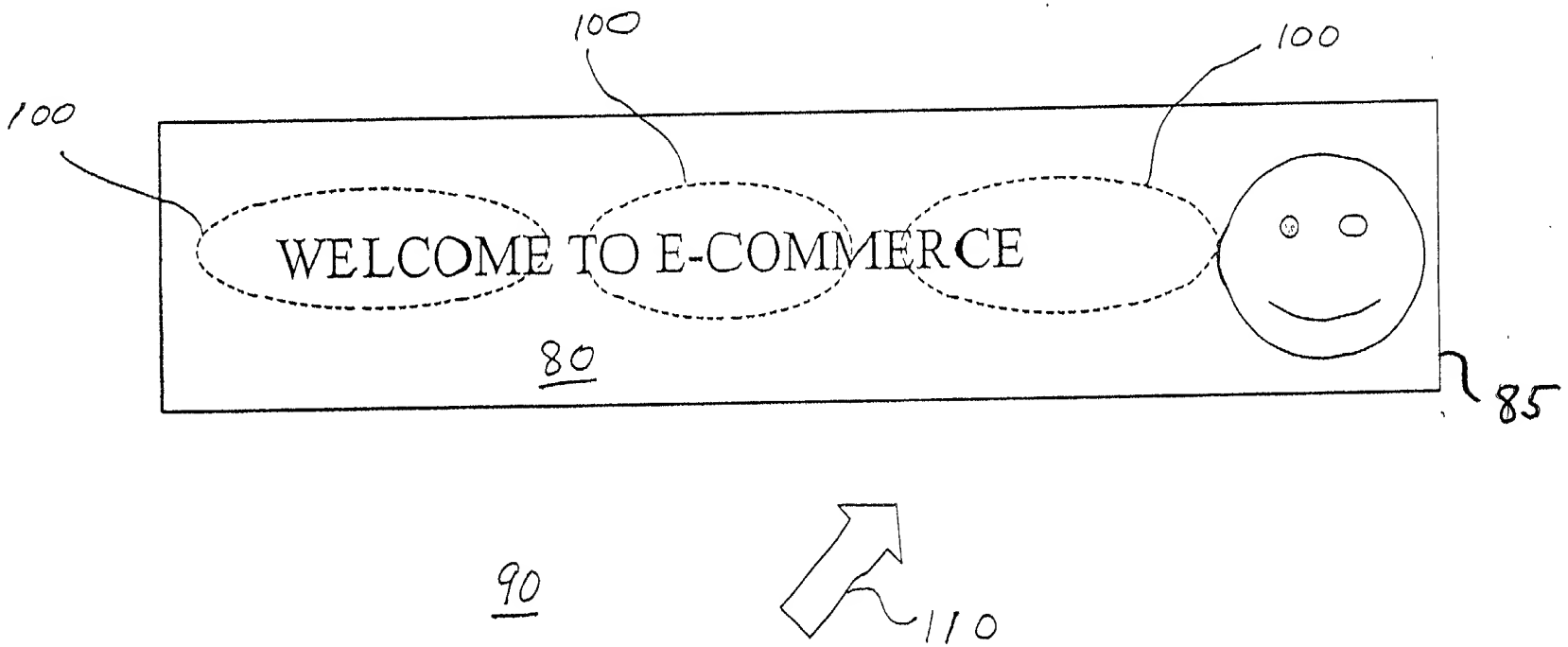
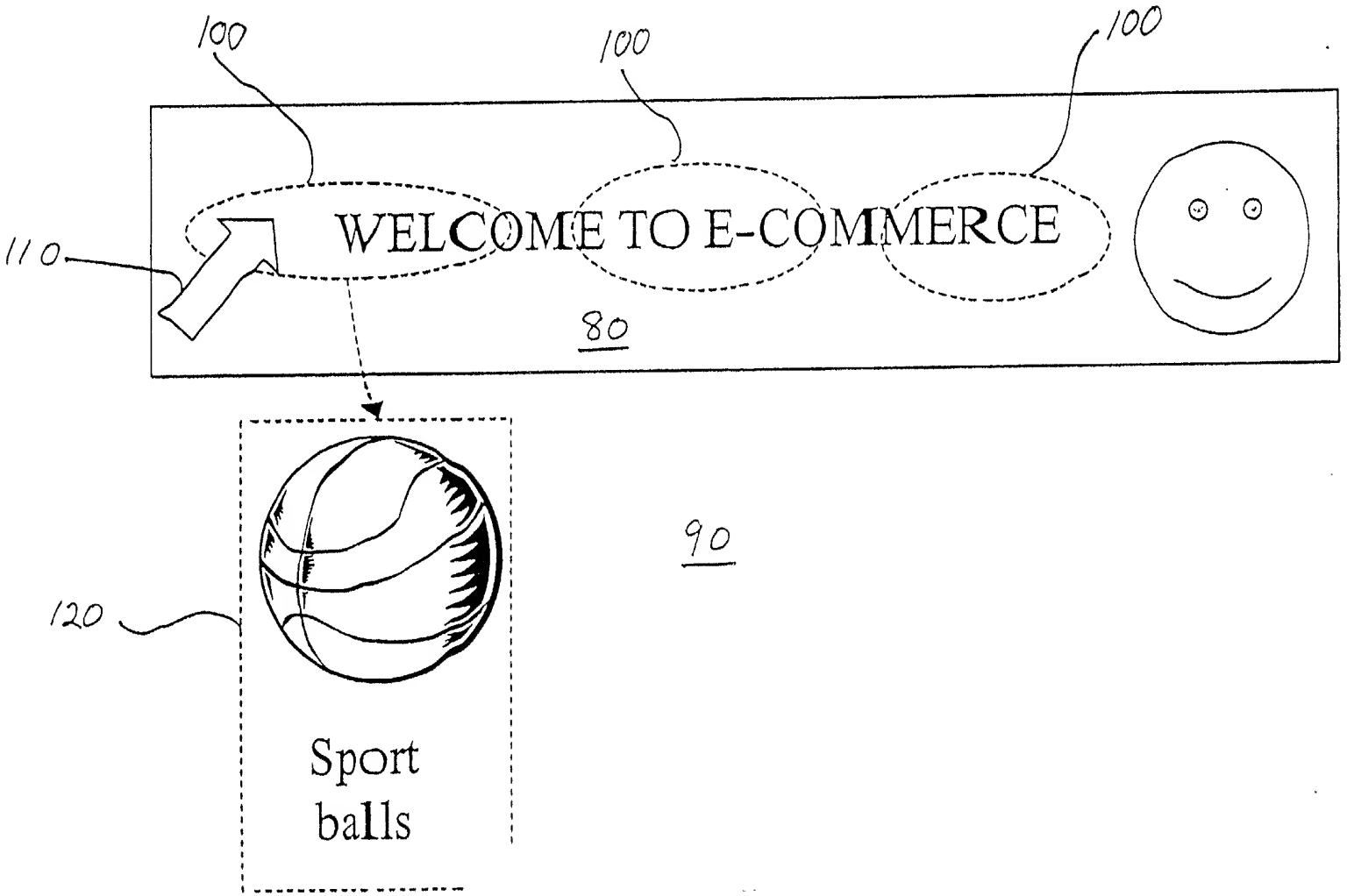


Fig. 3



PATENT APPLICATION

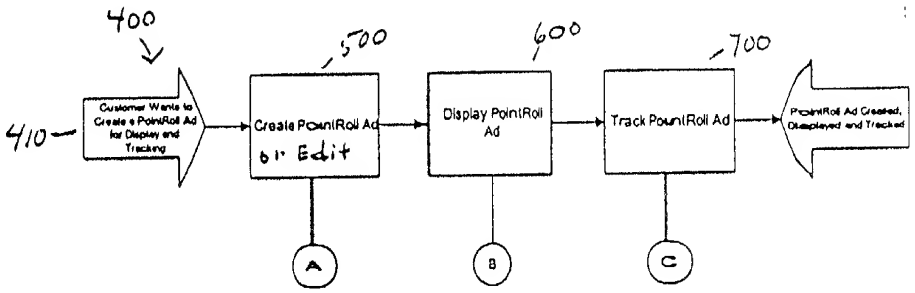
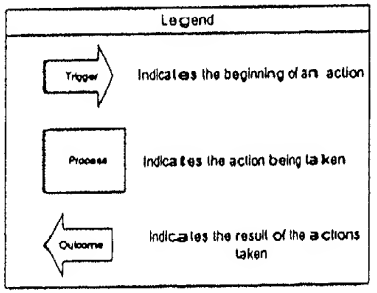


FIG. 4



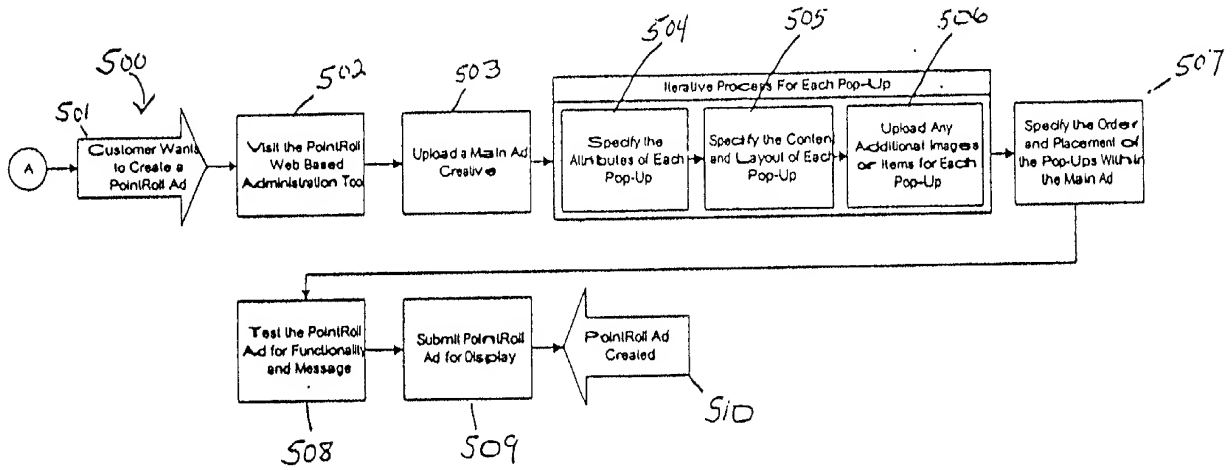
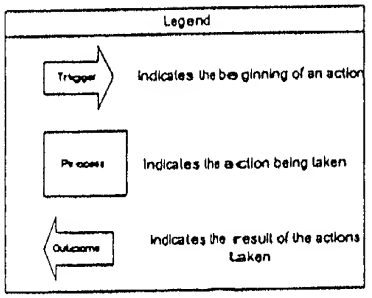

500
501
502
503
504
505
506
507
A
Customer Wants to Create a PointRoll Ad
Visit the PointRoll Web Based Administration Tool
Upload a Main Ad Creative
Iterative Process For Each Pop-Up
Specify the Attributes of Each Pop-Up
Specify the Content and Layout of Each Pop-Up
Upload Any Additional Images or Items for Each Pop-Up
Specify the Order and Placement of the Pop-Ups Within the Main Ad
Test the PointRoll Ad for Functionality and Message
Submit PointRoll Ad for Display
PointRoll Ad Created
508
509
510

FIG. 5


Legend
Trigger
Indicates the beginning of an action
Process
Indicates the action being taken
Outcome
Indicates the result of the actions taken

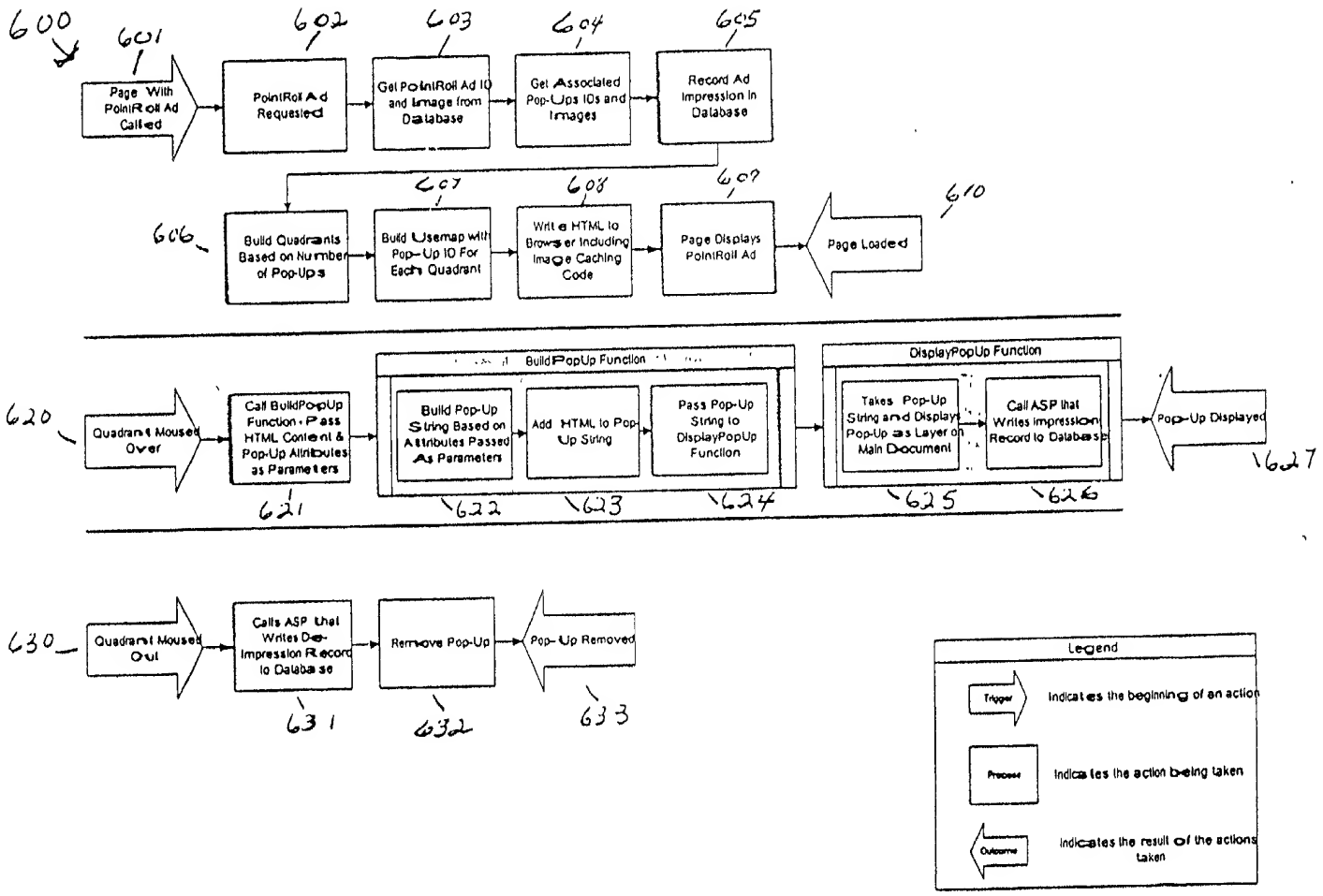

600
601
Page With PointRoll Ad Called
602
PointRoll Ad Requested
603
Get PointRoll Ad ID and Image from Database
604
Get Associated Pop-Ups IDs and Images
605
Record Ad Impression in Database
606
Build Quadrants Based on Number of Pop-Ups
607
Build Usemap with Pop-Up ID For Each Quadrant
608
Write HTML to Browser Including Image Caching Code
609
Page Displays PointRoll Ad
610
Page Loaded
620
Quadrant Moused Over
621
Call BuildPopUp Function - Pass HTML Content & Pop-Up Attributes as Parameters
BuildPopUp Function
622
Build Pop-Up String Based on Attributes Passed As Parameters
623
Add HTML to Pop-Up String
624
Pass Pop-Up String to DisplayPopUp Function
DisplayPopUp Function
625
Takes Pop-Up String and Displays Pop-Up as Layer on Main Document
626
Call ASP that Writes Impression Record to Database
627
Pop-Up Displayed
630
Quadrant Moused Out
631
Calls ASP that Writes De-Impression Record to Database
632
Remove Pop-Up
633
Pop-Up Removed
Legend
Trigger
Indicates the beginning of an action
Process
Indicates the action being taken
Outcome
Indicates the result of the actions taken

FIG. 6

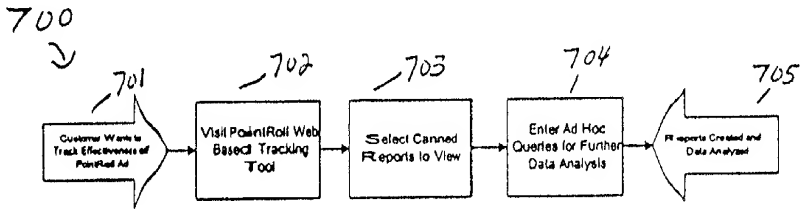
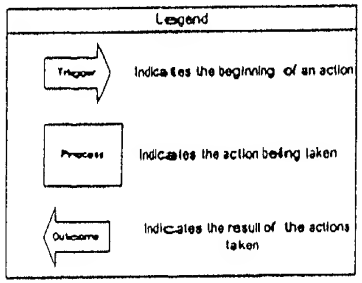

700
701
Customer Wants to Track Effectiveness of PointRoll Ad
702
Visit PointRoll Web Based Tracking Tool
703
Select Canned Reports to View
704
Enter Ad Hoc Queries for Further Data Analysis
705
Reports Created and Data Analyzed

FIG. 7


Legend
Trigger
Indicates the beginning of an action
Process
Indicates the action being taken
Outcome
Indicates the result of the actions taken

TOP090 "2703626"

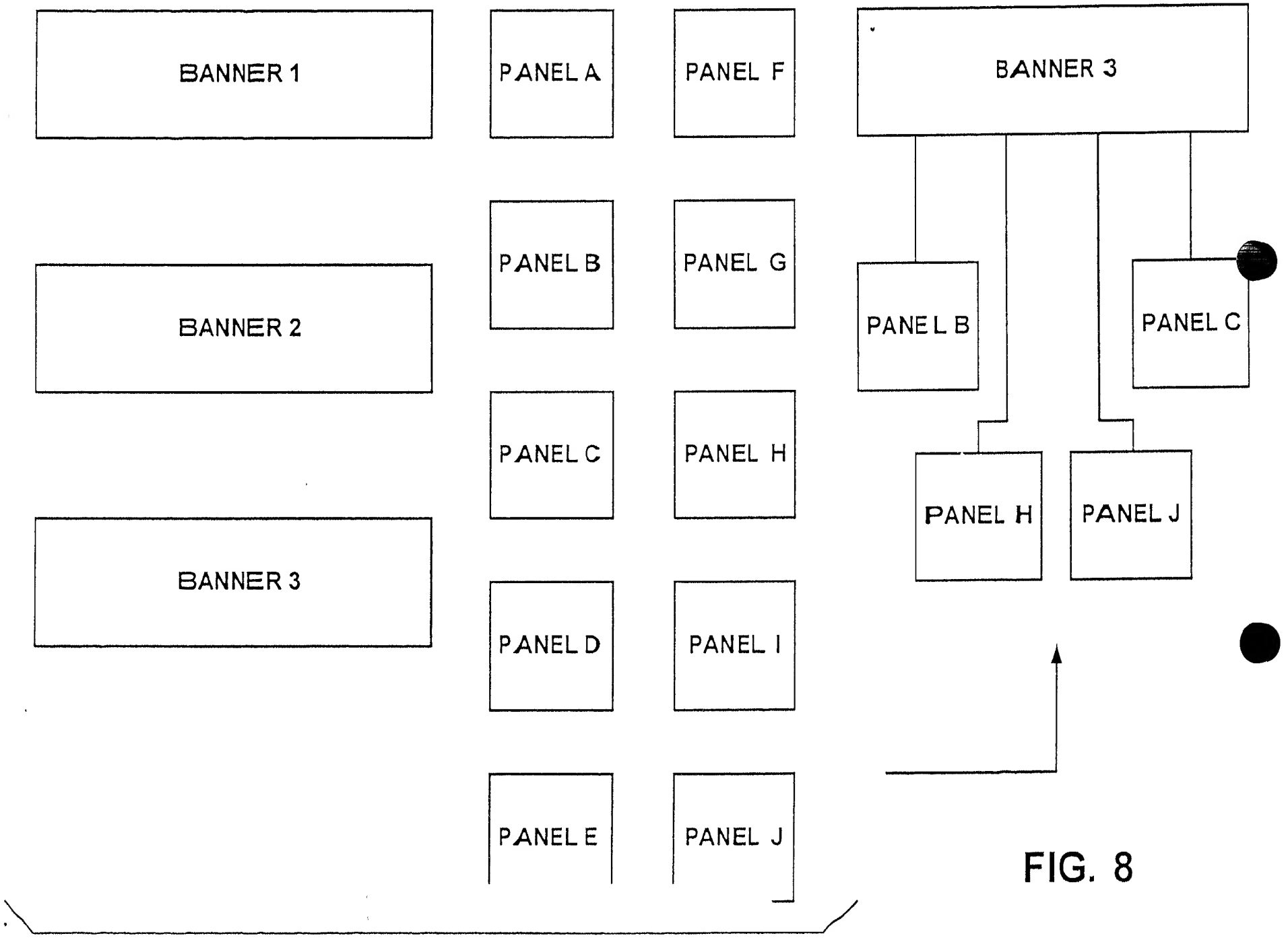


FIG. 8

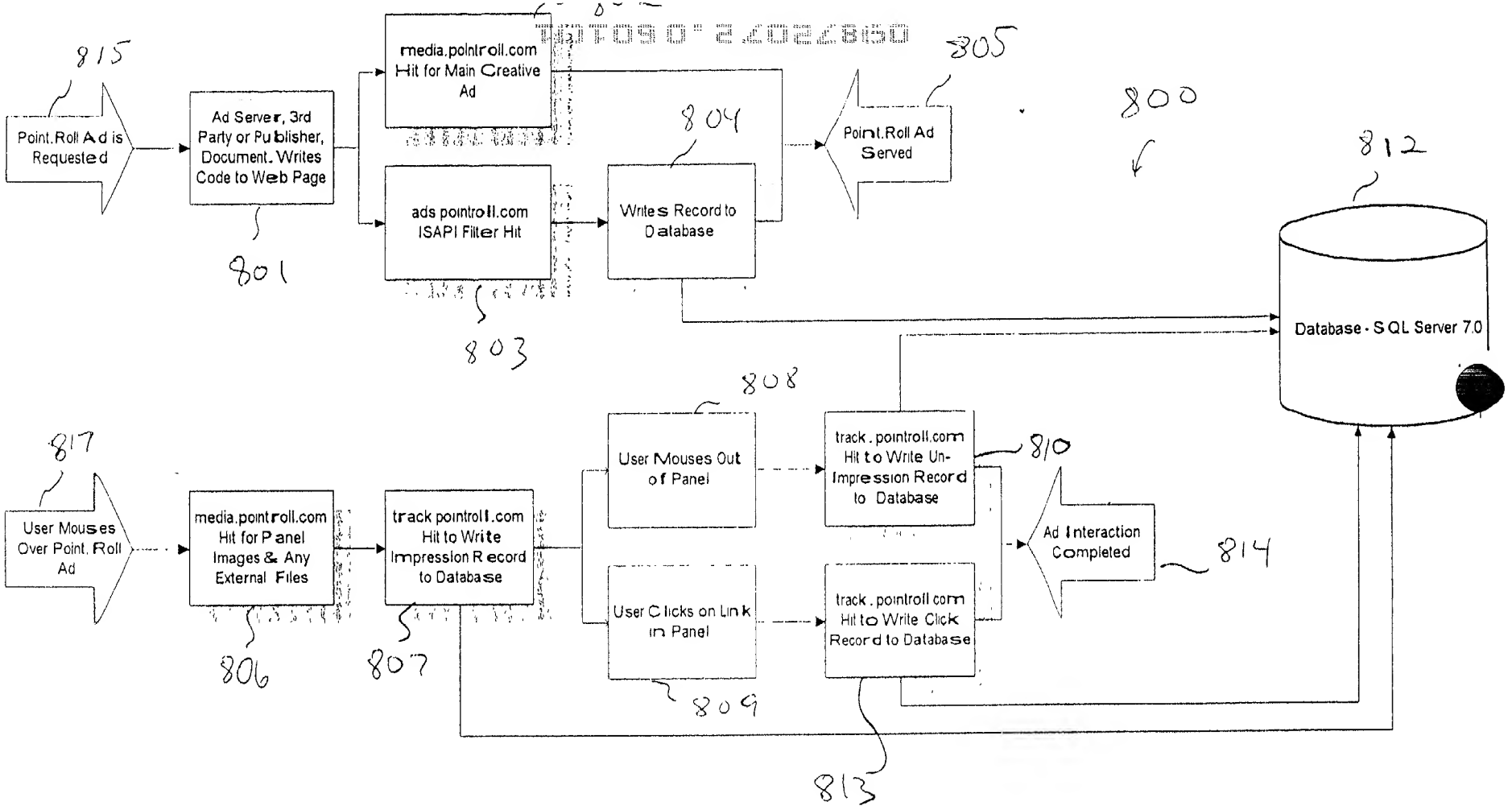

815
Point.Roll Ad is Requested
Ad Server, 3rd Party or Publisher, Document. Writes Code to Web Page
801
media.pointroll.com Hit for Main Creative Ad
ads pointroll.com ISAPI Filter Hit
803
804
Writes Record to Database
805
Point.Roll Ad Served
800
812
Database - SQL Server 7.0
817
User Mouses Over Point. Roll Ad
media.pointroll.com Hit for Panel Images & Any External Files
806
track pointroll.com Hit to Write Impression Record to Database
807
808
User Mouses Out of Panel
User Clicks on Link in Panel
809
track.pointroll.com Hit to Write Un-Impression Record to Database
track.pointroll.com Hit to Write Click Record to Database
810
Ad Interaction Completed
814
813

FIG. 9

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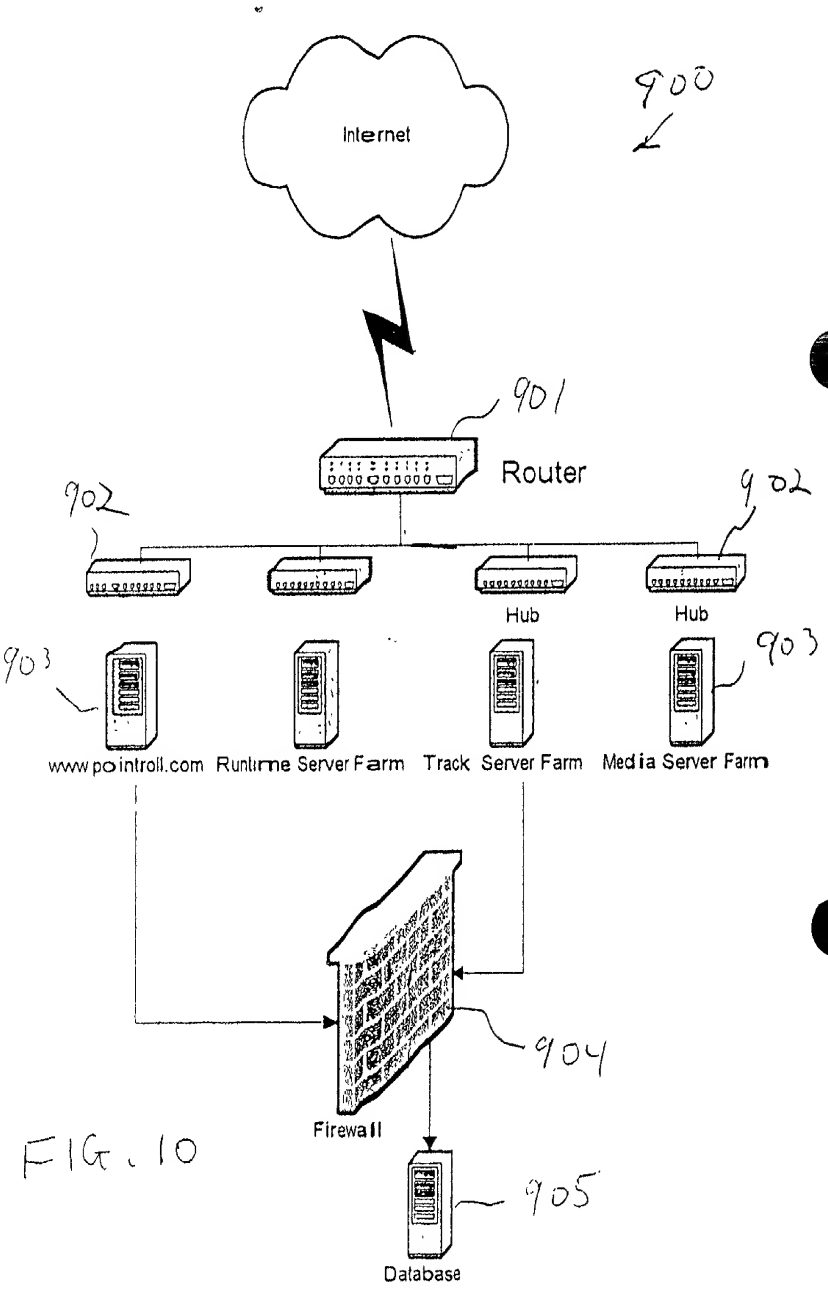

FIG. 10

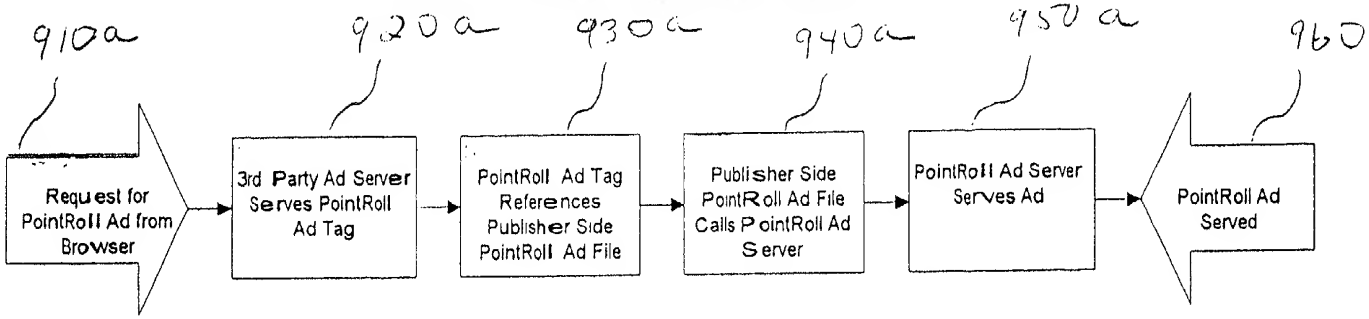

FIG. 11A

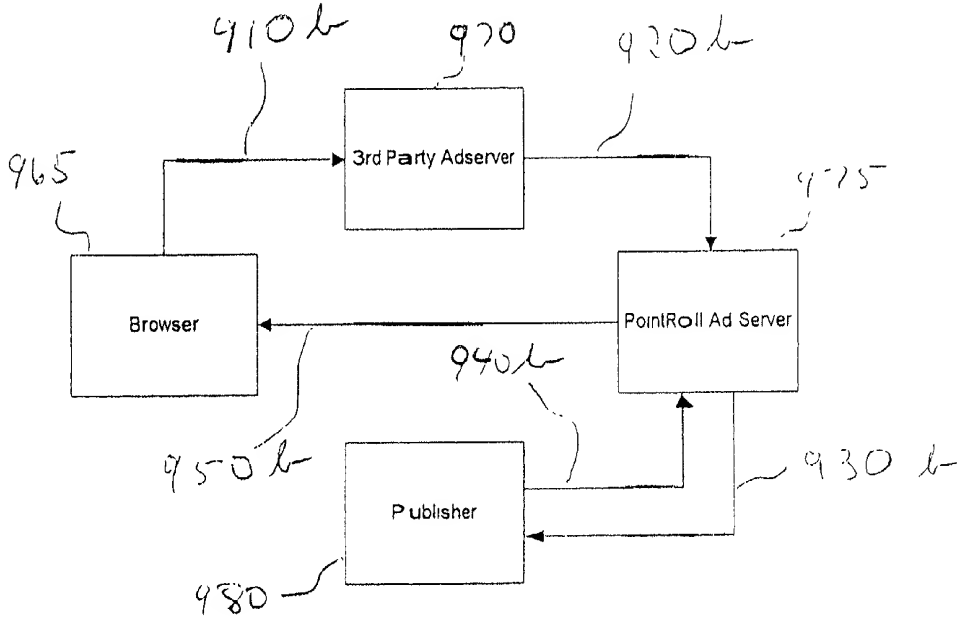

FIG. 11B